



Catawba County Public Health

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CATAWBA COUNTY PUBLIC HEALTH TO LAUNCH FARMERS MARKET IN MAY

HICKORY, NC – Catawba County Public Health, in partnership with its Women, Infants, and Children (WIC) program and Catawba County Health Partners' Eat Smart Move More Catawba County coalition, is launching a farmers market May 2. The market will be held in Public Health's parking lot Thursdays from 11:00 a.m. to 2:00 p.m. and is open to the public.

The market's goal is to improve individual and community health by increasing access to fresh fruits and vegetables. In addition to cash, market vendors will also be certified to accept WIC Farmers Market Nutritional Program vouchers.

"With the market located at Public Health, we hope to see increased redemption of WIC Farmers Market Nutritional Program vouchers," said Julie Byrd, WIC Director, Catawba County Public Health. "The market will also increase convenient access to fresh produce for people living, visiting, and working in this part of the county."

To promote the family friendly feel of the market, Public Health held a coloring contest asking children to draw pictures of what they associate with a farmers market. The contest winner, Catherine Oxford, age 9, was selected by a panel of judges to have her artwork featured on the market's promotional flyers and receive a \$25 gift card for her winning entry.

Catawba County WIC clients interested in receiving farmers market vouchers may call (828) 695-5884 for more information.

WIC is a federal supplemental nutrition program funded by the United States Department of Agriculture (USDA) for pregnant, postpartum and breastfeeding women and children up to age five. The goal of the program is to help prevent nutrition-related problems in pregnancy, infancy and early childhood. WIC food vouchers are redeemable at participating food stores and farmers' markets for nutritional foods, including fresh fruits and vegetables, whole grains, milk, juice, eggs, cheese and cereal. WIC also provides nutrition and breastfeeding counseling. The Catawba County WIC office serves more than 4,000 participants a month.

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability.

Located off Fairgrove Church Road behind Catawba Valley Medical Center in Hickory, N.C., Catawba County Public Health provides health and education services to eligible men, women, and children in the community. For more information, please call (828) 695-5800 or visit www.catawbacountync.gov/phealth.

"Leading the Way to a Healthier Community"

